BTEC

BTEC Production Arts

Assignment Brief

Qualification: BTEC International Level 3 Diploma in Production Arts

Module G: G18 Producing a Personal Project & G19 Using Material for Self-promotion and Networking

Issue Date:
Deadline Date:
Assessor:

Pearson

Important guidance for using Example Assignment Briefs

Example Assignment Briefs (EABs) are provided as support and guidance. Teachers are not required to use them.

You are free to use or adapt them in any way to suit your programme and learners. When adapting EABs, or creating your own, you must ensure the minimum requirements listed on the ‘BTEC Internal Verification of Assignment Briefs’ are met.

Assignment: Know Your Industry

- **G18: Producing a Personal Project**
- 1. Devise and develop a personal project.
- 2. Demonstrate technical and creative skills within a project.
- 3. Create final outcomes in response to the aims and constraints of the project.

- **G19: Using Material for Self-promotion and Networking**
- 1. Define and plan self-promotional material in relation to networking opportunities.
- 2. Select and create content for self-promotional material.
- 3. Present self-promotional material for planned opportunities.

Context

As someone seeking future employment in the production arts industry, you will need to promote yourself to prospective employers and seek out networking opportunities.

Having developed the technical and creative skills necessary for progression in your chosen production arts specialism, you will now put these skills into practice in order to produce materials for your self-promotion.

This will require undertaking two activities: the first enabling you to devise a personal project that best demonstrates and showcases your skills, and the second to create a portfolio of material for self-promotion and networking, which reaches out to possible future employers and potential collaborators.

Task 1: Personal production project

This task is an opportunity for you to devise and develop a personal project.
The project will allow you to showcase and promote your individual skills as a production arts practitioner within your chosen specialism, developed during the programme.

You will need to create a plan for your personal project, which will include:

- the nature of your project (e.g. concept, theme, starting points, stimulus)
- aims and objectives
- timelines for the project development, reviewing progress, target setting, refinement, etc.
- resources required
- techniques and methods for exploration, experimentation and development of your skills
- possible constraints
- health and safety requirements.

You will show you can apply a range of knowledge, skills and understanding with consideration of the aims and constraints of the project.

Task 1: Personal production project

As you develop and refine your project, you will need to review your progress, identifying areas for improvement/refinement and changing your approach as necessary. You should aim to show innovation, making valid judgements about challenges and issues.

You will present your complete personal project in a manner appropriate to the project's aims and objectives: for example a production show reel, a portfolio of designs and/or artefacts, a live presentation to an invited audience/panel including videos, demonstrations.

Whichever way you decide to present your project, you should:

- demonstrate a proficient level of technical capability in your use of skills relevant to your project scenario and specialism
- show a full and logical understanding of how to apply those skills in the project scenario
- fully meet the aims and address the constraints of the project
- demonstrate creative and capable use of your production medium
- demonstrate extensive understanding of professional practice in realising/presenting the project outcome.

Task 1: Personal production project

Evidence

The evidence you produce will need to document the planning and development process for your personal project. This could be in the form of an e-portfolio including video recordings of practical sessions, plans, designs, outcomes of research, working documents, etc.

Evidence of the final completed personal project could be in the form of the final outcome, for example a show reel, portfolio, a recorded presentation.

This task targets G18.1, G18.2 and G18.3 at Pass, Merit and Distinction.

Criteria covered by Task 1

Assessment unit G18: Producing a Personal Project
G18.1 Devise and develop a personal project

Unit/Criteria Reference	To achieve the criteria you must show that you are able to:
G18.P2 Pass **Competent**	At **Pass**, learners showcase an appropriate level of capability in their use of skills and show a clear understanding of how to apply relevant skills in a project scenario.
G18.M2 Merit **Effective**	At **Merit**, learners showcase a secure level of capability in their use of skills and show a secure understanding of how to apply relevant skills in a project scenario.
G18.D2 Distinction **Accomplished**	At **Distinction**, learners showcase a proficient technical level of capability in their use of skills and show a full and logical understanding of how to apply relevant skills in a project scenario.

Criteria covered by Task 1

G18.2 Demonstrate technical and creative skills in a project

Unit/Criteria Reference	To achieve the criteria you must show that you are able to:
G18.P2 Pass **Competent**	At **Pass**, learners showcase an appropriate level of capability in their use of skills and show a clear understanding of how to apply relevant skills in a project scenario.
G18.M2 Merit **Effective**	At **Merit**, learners showcase a secure level of capability in their use of skills and show a secure understanding of how to apply relevant skills in a project scenario.
G18.D2 Distinction **Accomplished**	At **Distinction**, learners showcase a proficient technical level of capability in their use of skills and show a full and logical understanding of how to apply relevant skills in a project scenario.

Criteria covered by Task 1

G18.3 Create final outcomes in response to the aims and constraints of the project

Unit/Criteria Reference	To achieve the criteria you must show that you are able to:
G18.P3 Pass **Competent**	At **Pass**, learners show appropriate consideration for the aims and constraints of the project, such as the performance space, medium and/or artistic vision. They will use the medium with some understanding of professional practice.
G18.M3 Merit **Effective**	At **Merit**, learners successfully meet the main aims and constraints of the project. They will use the medium with clear understanding of professional practice related to the final outcome.
G18.D3 Distinction **Accomplished**	At **Distinction**, learners fully meet the aims and constraints of the project. They will show creative and capable use of the medium and extensive understanding of professional practice related to the final outcome.

Task 2: Personal promotion

In this activity you will develop your production arts personal profile for future employment, focusing on creating and using material for self-promotion and networking.

You will need to plan, create and present a comprehensive promotional portfolio that is appropriate to your specialism and skills.

When planning and creating your materials, you should:

- research and explore self-promotion and networking opportunities appropriate to your specialism/interests
- consider the target audience (e.g. potential employers, practitioners, agencies)
- consider potential networking opportunities (social media, trade exhibitions, agencies, etc.)
- plan how you will create and present your materials (e.g. digital media, show reels, print-based media)
- select and create content appropriate to your target audience, individual promotional profile and unique selling point (e.g. show reels of your work, digital portfolios, CV, personal information, references).

Task 2: Personal promotion

Your portfolio should demonstrate a thorough understanding of the target audience and networking potential, presented in a creative manner using professional language and effective presentation techniques.

Remember that to promote yourself successfully, the content of your portfolio should showcase work showing you at your most proficient and be linked clearly to your networking opportunities.

The portfolio should be easy to navigate and leave a positive impression on your audience.

This task targets G19.1, G19.2 and G19.3 at Pass, Merit and Distinction.

Criteria covered by Task 2

Assessment unit G19: Using material for self-promotion and networking
G19.1 Define and plan self-promotional material in relation to networking opportunities

Unit/Criteria Reference	To achieve the criteria, you must show that you are able to:
G19.P1 Pass **Competent**	At **Pass**, learners present material that shows an understanding of audience and networking potential, using appropriate links and language for their specialism and audience.
G19.M1 Merit **Effective**	At **Merit**, learners present material that shows a full understanding of audience and networking potential, with clear consideration of purpose, using links and language that produce the intended result for their audience.
G19.D1 Distinction **Accomplished**	At **Distinction**, learners present material that shows a thorough understanding of audience and networking potential, with a far-reaching consideration of purpose, using professional language and links that produce a positive impression for the audience.

Criteria covered by Task 2

G19.2 Select and create content for self-promotional material

Unit/Criteria Reference	To achieve the criteria you must show that you are able to:
G19.P2 Pass **Competent** G19.M2 Merit **Effective** G19.D2 Distinction **Accomplished**	At **Pass**, learners present content that shows adequate application of skills within their specialism. At **Merit**, learners present content that shows capable application of skills and clearly links to networking opportunities. At **Distinction**, learners present content that shows application of skills demonstrating a proficient level of ability and extensive consideration and links to networking opportunities.

Criteria covered by Task 2

G19.3 Present self-promotional material for planned opportunities

Unit/Criteria Reference	To achieve the criteria you must show that you are able to:
G19.P3 Pass **Adequate**	At **Pass**, learners present material that includes most of the vital content for self-promotion and networking, and it is presented in an appropriate medium and style.
G19.M3 Merit **Effective**	At **Merit**, learners present material that includes all vital content for self-promotion and networking and is logical and coherently presented.
G19.D3 Distinction **Accomplished**	At **Distinction**, learners present material for self-promotion and networking that is comprehensive in content, is presented in a creative manner and is easily navigated, to a near-professional standard.

BTEC Creatives

Production Arts

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